

Supporting Statement B

Customer Surveys Generic Clearance

for the

National Center for Health Statistics

Generic IC:

NCHS Website Users Customer Satisfaction Survey 2020-2022

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Attachment

Attachment A. NCHS Website User Customer Satisfaction Survey

B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

The universe of respondents includes all users of the NCHS website over a minimum of a three month period. For every 3 visitors to the NCHS website, one random person is selected. That person has to visit 3 pages that have the survey active consecutively within 10 minutes before they receive the survey popup request inviting him/her to participate in a web survey. Those who agree to participate will be provided with a link to the survey. The voluntary web-based survey will run for a period of 3 months and may be extended or phased back in at a later date. Based on previous information, there are an estimated 3,000,000 “hits” to the NCHS website over a 3 month period. However, the vast majority selected do not participate in the web survey. Based on previous NCHS website surveys, the expected number to complete the survey is approximately 1,500 per survey period.

Data will not be weighted for this survey.

2. Procedures for the Collection of Information

Sampled website visitors will automatically receive notification that they have been selected, and will be directed to a separate web page with the questionnaire (Attachment A). This Web page will NOT capture any personally-identifiable information. (The web survey will be updated to provide current OMB clearance expiration date before the survey goes live.) All submissions are voluntary and anonymous. Responses will be collected electronically and made available electronically to the NCHS staff responsible for analyzing the results.

3. Methods to Maximize Response Rates and Deal with Non-response

Given the nature of web-based customer service data collections there are limited ways to maximize response rates other than minimizing the burden of participation which has been done. While it is not possible to characterize the universe of web site users, analyses of the characteristics of those who do participate does provides important information and can be compared to potential users. The data collected should be sufficient to inform survey planners, web designers, and policy staff regarding ways to improve the collection of and access to NCHS data and products.

4. Tests of Procedures or Methods to be Undertaken

This survey has been conducted annually since 2013.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Questionnaires and protocols were developed in collaboration with and are reviewed by staff of the Office of Planning, Budget, and Legislation, NCHS. Primary consultant is:

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